

**UTAH OFFICE OF TOURISM  
BOARD MEETING AGENDA**  
Friday, April 13, 2018 – 10:00 am – 12:00 pm  
Utah State University Geary Theater  
451 E 400 N  
Price, UT 84501

1. **Welcome & Introductions: Lance Syrett, Chair - (10:00 am)**  
**Greg Dart, Vice Chancellor of Student Affairs & Auxiliary**
2. **Approval of Minutes - (10:20 am)**
3. **Managing Director Report: Vicki Varela - (10:25 am)**
4. **Cooperative Marketing Committee Report: John Holland (10:40 a.m.)**
5. **Marketing Committee Report:**
  - **Mountain Time SMARI: Dave (10:55 am)**
  - **Mountain Time Digital: Jonathan (11:05 am)**
  - **3-Season Digital: Jonathan (11:15 am)**
  - **Urban Update: Jay/Jonathan (11:25 am)**
  - **Airbnb: Jay (11:35 am)**
6. **UTIA Update: Kaitlin Eskelson - (11:45 am)**
7. **New Business/Public Comment - (11:55 am)**

**Meeting adjourned – The next board meeting will be held May 11, 2018 in Moab, UT. We will also have our annual Tourism Board Retreat on May 10, 2018.**

**UTAH OFFICE OF TOURISM GOALS**

1. Create Global Brand
2. Strengthen partnerships with industry
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state